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# **CORPORATE SPONSORSHIP OPPORTUNITIES**

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Kevin Connelly | Corporate Relations Coordinator | 440.532.0608 | [kevin@bestalliance.org](mailto:kevin@bestalliance.org)  
**BEST | [www.bestalliance.org](http://www.bestalliance.org) | [training.bestalliance.com](http://training.bestalliance.com)**



# CORPORATE SPONSORSHIP

## ABOUT BUSINESSES ENDING SLAVERY & TRAFFICKING

**VISION:** BEST strives to help create a world in which no one is trafficked. BEST believes that every person has the right to be free from commercial sexual exploitation and forced labor.

**MISSION:** Align and equip leaders to use the power of business to prevent human trafficking.

*BEST was created to keep children and vulnerable people safe from human traffickers.*

**WHAT IS HUMAN TRAFFICKING?** Human trafficking is (1) the use of force, fraud, or coercion to compel a person into work or prostitution or (2) engaging a minor in a commercial sex act.

The national response to human trafficking has largely been focused on victim identification and services. While these interventions are essential for identifying and recovering victims, both take place after the crime occurs. With the help of BEST, employees are proactively protecting vulnerable people from exploitation.

## OUR PROGRAMS

**Employer ACTS** is the name of the overarching program that includes all of the different services BEST provides for employers. ACTS represents:

1. **Awareness**
2. **Consultation**
3. **Training**
4. **Safe Jobs**

BEST raises awareness about how employers can help stop human trafficking. BEST consults on best practices and provides model policies for employers. BEST trains employees to implement best practices and stop exploitation before it happens. BEST enables employers to provide jobs for survivors of trafficking and people considered at-risk.

### The Scope of the Problem



- An initial study suggests that a peak time that people are procuring sex online is 2:00 P.M.
- 300-500 children are prostituted in greater Seattle. Most of these youth are citizens of the United States.
- The typical age of entry into prostitution is between 13 and 15 years old.
- At least 81.5% of sex trafficking crimes take place in hotels.
- In a 24 hour period, 6,847 men in Seattle solicited sex on one website. There are over 100 such websites.





## OUR GOALS

Since 2012, we have made a measurable social impact, and yet our work is just beginning. By 2021 we aim to do the following:

- Reach 3.5 million people with awareness about human trafficking.
- Train 37,000 employees from at least 1,000 businesses to prevent trafficking.
- Help 75 survivors gain safe employment.

“Police and prosecutors cannot combat human trafficking on our own. We also need private companies to step up to the plate.”

*Cyrus Vance Jr.*

**Manhattan District Attorney**

“Working with BEST to develop and provide valuable resources for the lodging industry has proven to be extremely valuable for our members, to our association, and to our state. I am proud of the Washington Lodging Association’s partnership with BEST and I continue to recommend BEST to other lodging associations throughout the country.”

*Jan Simon*

**President and CEO  
Washington Lodging Association  
2012-2015**

BEST sustains its work through the generosity of individuals, foundations, and corporations.

## ORGANIZATIONAL FACTS

Year Founded: 2012  
2018 Budget: \$358,546  
2019 Budget: \$600,880  
Participating Businesses: 1,000+

## BOARD OF DIRECTORS

**Kitty Suidman**, Board President, Sonos  
**Michael Maine**, Menrva Labs  
**David Huether**, Retired  
**Anne Kerker**, Travelopia  
**Mar Brettmann**, Executive Director, BEST  
**Kenneth Andrew**, Microsoft  
**Megan Minarik**, Zulily  
**Mikaela Kiner**, Reverb

## ADVISORY BOARD

**David Arkless**, CDI Corporation  
**Marjorie Chadsey**, Retired  
**Doug Dreher**, The Hotel Group  
**Allison Peake Parker**, The Seattle Foundation  
**Lorinda Rowledge**, EKOS

## AWARDS AND RECOGNITION

**2017 Pooled Fund Grant Award Winner**  
Washington Women's Foundation

**2015 Allied Member of the Year Award**  
Washington Lodging Association

**2013 Award for Leadership and Contribution to the Lodging Industry**  
Washington Lodging Association

**2012 Leadership Award for Change Agent**  
Sustainable Seattle



# CORPORATE SPONSORSHIP OPPORTUNITIES

## Sponsorship Benefits

	CHAMPION	AMBASSADOR	MENTOR	PARTNER	ADVOCATE	FRIEND	SUPPORTER
Contribution	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Social media mentions (Facebook, Twitter, or LinkedIn)	4	4	3	3	2	1	1
Company logo featured on corporate sponsorship page	✓	✓	✓	✓	✓	✓	✓
Hyperlink to your company website	✓	✓	✓	✓	✓	✓	✓
100-word description of your company	✓	✓	✓	✓	✓	✓	
Blog post recognizing and linking to your company on BEST website	✓	✓	✓	✓			
License to access BEST online training for up to # employees	75,000	50,000	10,000	2,000			
Customized presentation to your employees or executive team	✓	✓					